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Description: The Art of the Abraham Lincoln Presidential Museum is a behind-the-scenes look at the revolutionary design and construction of one of the most innovative museum experiences in the world. The booklet explores how scholarship meets showmanship—how the museum remained absolutely true to history while dazzling 21st-century audiences with immersive environments, theatrical storytelling, and lifelike animatronic figures.

This book highlights the realism, character design, and believability created by LifeFormations, showcasing the craftsmanship and artistry that helped transform a traditional museum visit into a powerful, emotionally charged experience.

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A behind-the-scenes look at the groundbreaking design, storytelling, and lifelike figures that redefined the modern museum experience.

THE ART OF THE ABRAHAM LINCOLN PRESIDENTIAL MUSEUM



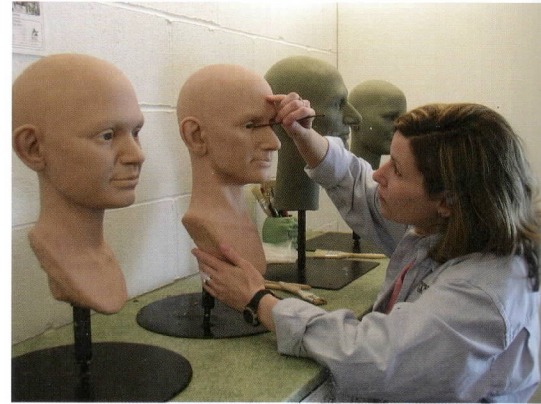
Reinventing the Museum Experience

THE ABRAHAM LINCOLN PRESIDENTIAL LIBRARY AND MUSEUM • SPRINGFIELD • ILLINOIS

The Making of Abe



SCULPTOR AND COSTUMER: LARA MCGLAUGHLIN, LIFEFORMATIONS. ART DIRECTORS: CHUCK ROBERTS AND SARAH HALPERN



“Definitely not the
one-dimensional, dead
president you think you
know from the \$5 bill...”

Immersive... Dazzling... Passionate...

Take a behind-the-magic look at the artistry and creative thinking that is reinventing the museum experience.

See how 21st century technology and special effects were placed in the service of education...all under the direction of leading Lincoln scholars.

Discover how an inspired creative team married academia and entertainment to create a compelling, experiential attraction for all audiences from the most demanding scholar to 4th graders.

The permanent visitor experiences at The Abraham Lincoln Presidential Museum were Designed, Created, and Produced by BRC Imagination Arts, in collaboration with the Illinois Historic Preservation Agency and the Capital Development Board.

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